

RJ REYNOLDS

TOBACCO COMPANY

May 3, 1996

RJR Account #162800

Mr. J. Beltrami

N. DRESSLER T/A KLEIN

	<u>Sales</u>		<u>Retail</u>
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1226	_____
1224	_____	1229	_____
1225	_____	ROM	
1226	_____	PC	SC
1229	_____	MC	PA
1240	<u>L.W.</u>		
1244	_____	RSM	RBM

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221

(716) 634-9232

Fax (716) 634-3145

VIKISHA ACCOUNTS

MAY DORAL B2G1F / PROMOTION #600355

Dear John:

Doral product has been ordered (see quantities listed below), as well as **150** skus of B2G1F sleeves (Item #506870) for Vikisha accounts. Please ship **150** Displays to Vikisha for the above promotion. All additional pertinent promotional information is listed below:

B1G1F UPC Code	DORAL STYLE	#/ (6M) Cases B1G1F	#/ (12M) Cases LIVE
12300-21973	Full Flavor 100	5	1
12300-21974	Light 100	5	1
12300-21850	Men Light 100	5	1
12300-21852	Ult Light 100	5	1

Product PO #3746

Product / Premium Arrival:

May 14, 1996

Item #506870 (Sleeves for Display Assembly)

SKU CUBE:

0.7120

SKU WT (w/o Product):

2.5000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$3,715.76

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP 150 DISPLAYS TO VIKISHA AS SOON AS POSSIBLE.

51847 7726

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped; this equates to \$252.00 (9 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

ROU #1210

V-MAYDOR.DOC

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